

# business objectives checklist

This document is to be shared with your marketing agency.

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this checklist will serve as a guide  
to help your marketing agency align  
with **your business objectives.**

## Revenue

My business needs to become more profitable **Yes**  **No**

Desired annual sales increase percentage: **10%**  **20%**  **30%**  **other (please indicate)** \_\_\_\_\_ %

## Retention + Recruitment

Is your turnover rate high? **Yes**  **No**

Desired employees, indicate which positions you are hiring for; \_\_\_\_\_

\_\_\_\_\_

## Exposure

Do you have an awesome product that people need to know about? **Yes**  **No**

How are people finding your product or service currently? \_\_\_\_\_

\_\_\_\_\_

